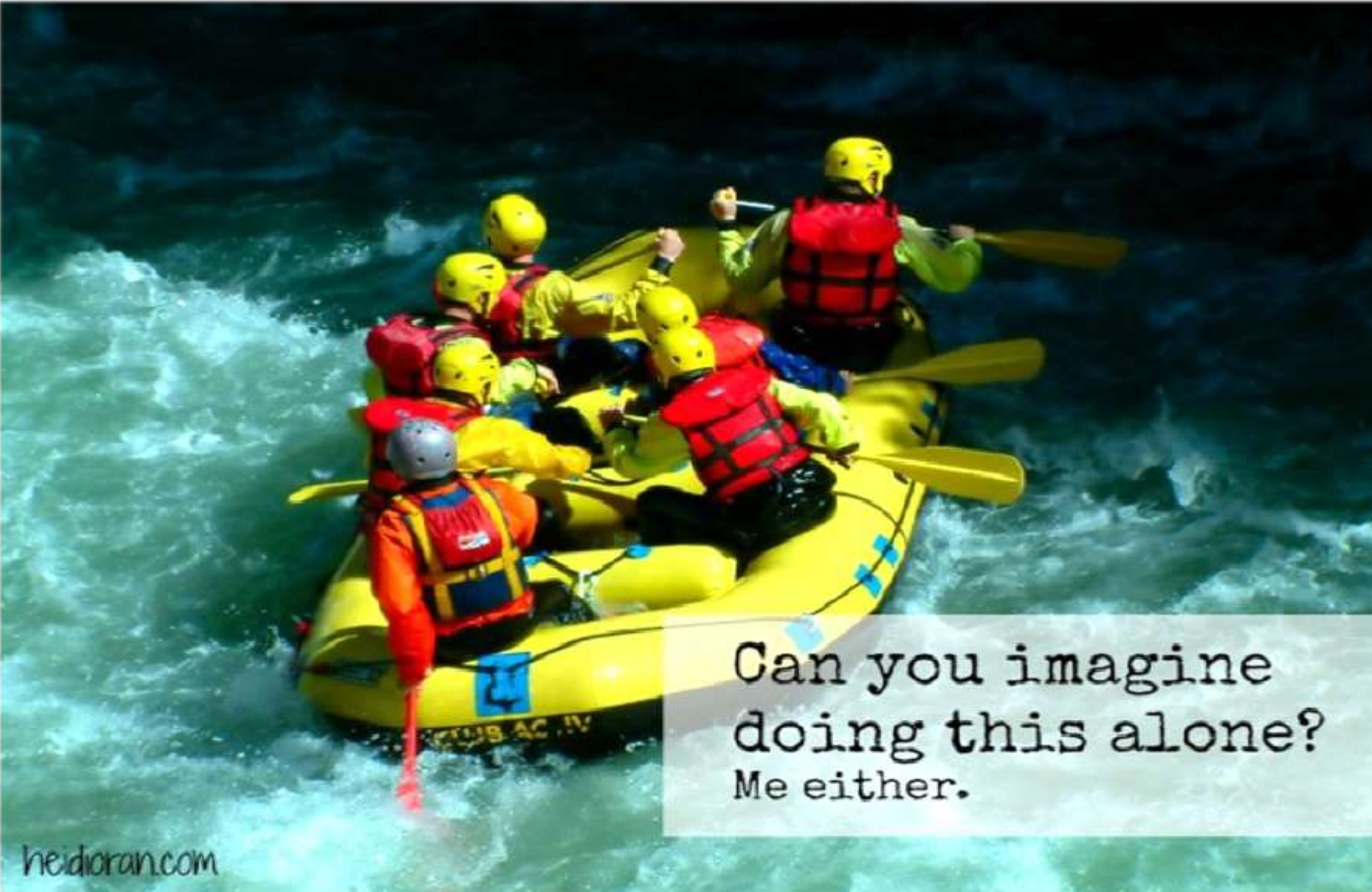


# Putting the 'impact' in Collective Impact



Can you imagine  
doing this alone?  
Me either.

heidioran.com

@NoraUnitedWay

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# Changing the Odds

*...thru collaboration*



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# A proven framework for success



***“The commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem”***

Good intentions often become  
“every man for himself...”



Social Problem

Different Sectors

Commitment

Common Agenda

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# Who would bring value to the journey?

## Who could be a partner?

- Someone with shared interest
- Asset holder
- Anyone interested in the same goal or agenda

Q: Who else? What else?





# Table Exercise



Who else is interested in the success of families and individuals in your community?

# The Secret Sauce

5 key conditions for success

- Common Agenda
- Shared Measurement
- Mutually Reinforcing Activities
- Continuous Communication
- Backbone Support





# Common Agenda

*All participants have a **shared vision** for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions*

*How to get to a shared vision?*

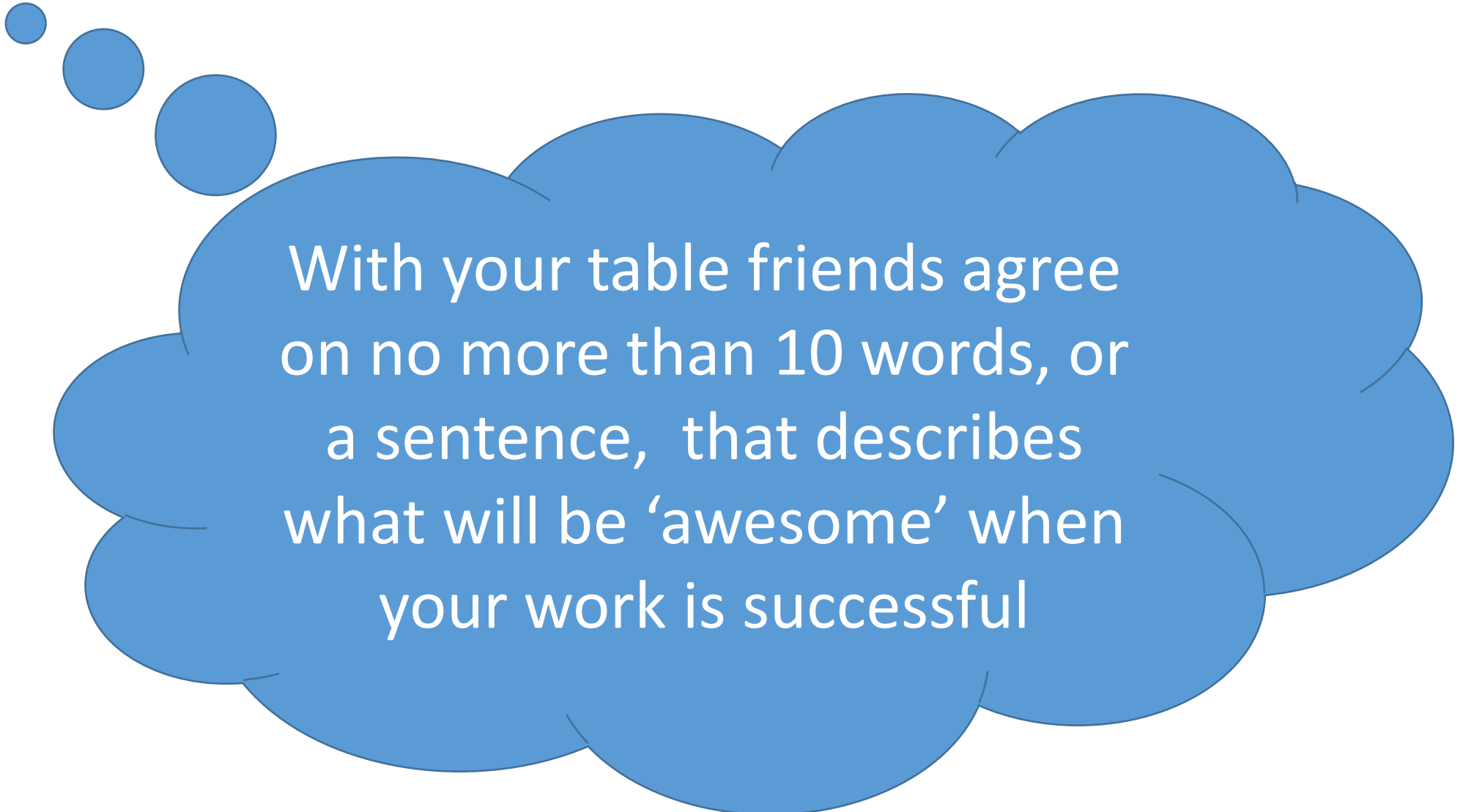
- ***Right leadership at the table***
- ***Focus on the solution, not the problem***

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# Table Exercise



With your table friends agree on no more than 10 words, or a sentence, that describes what will be 'awesome' when your work is successful

# Shared Measurement

Collecting data and measuring results consistently across all participants ensures efforts remain aligned and hold each other accountable





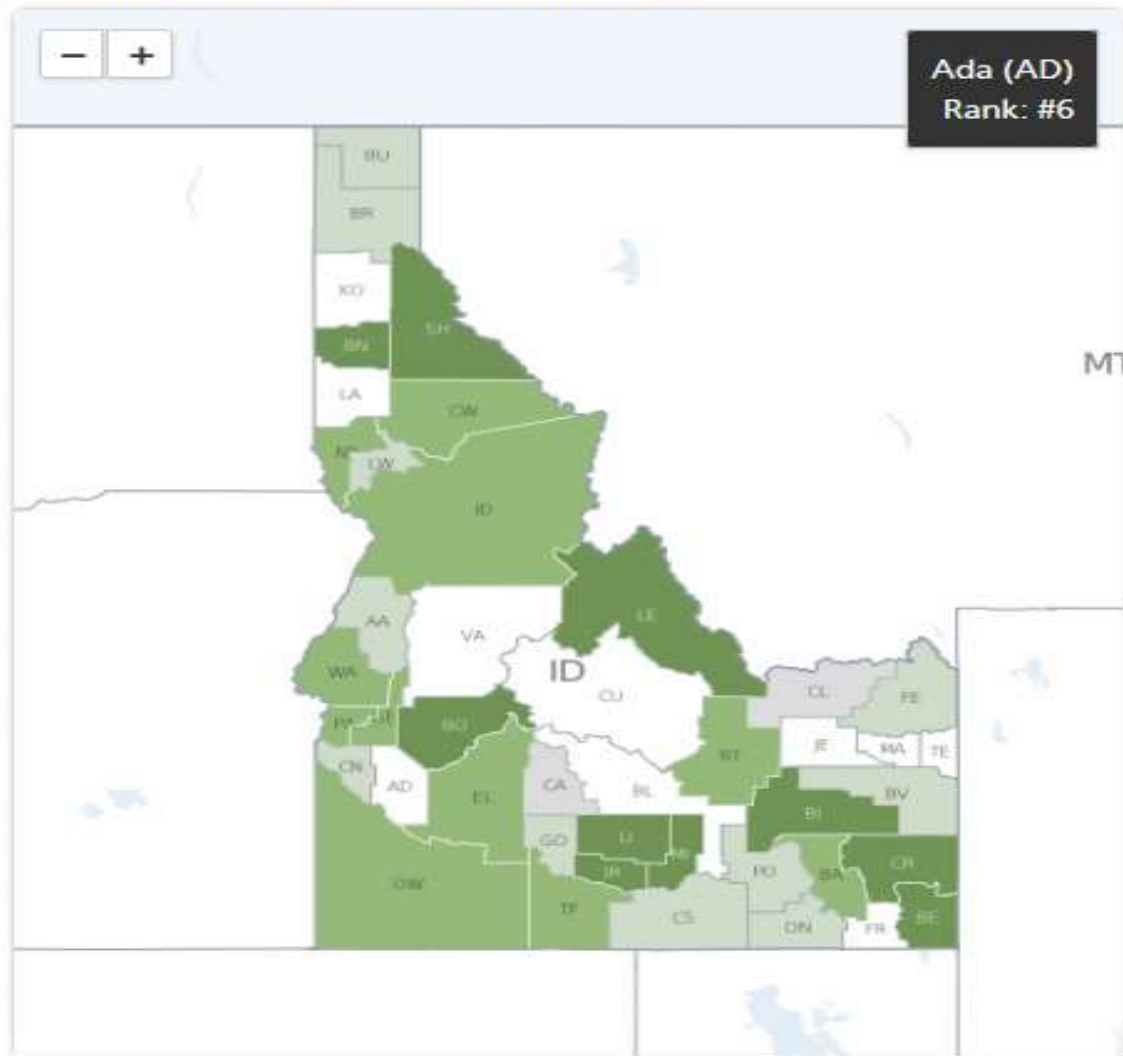
# Show me the numbers...

- Agreed to data points
  - *Commonly collected, easily understood*
- Actionable
  - *Connected to the common goal, within the control of the partnership*
- Aligns the community
  - *Business, government, nonprofit, funders – builds momentum, ROI*

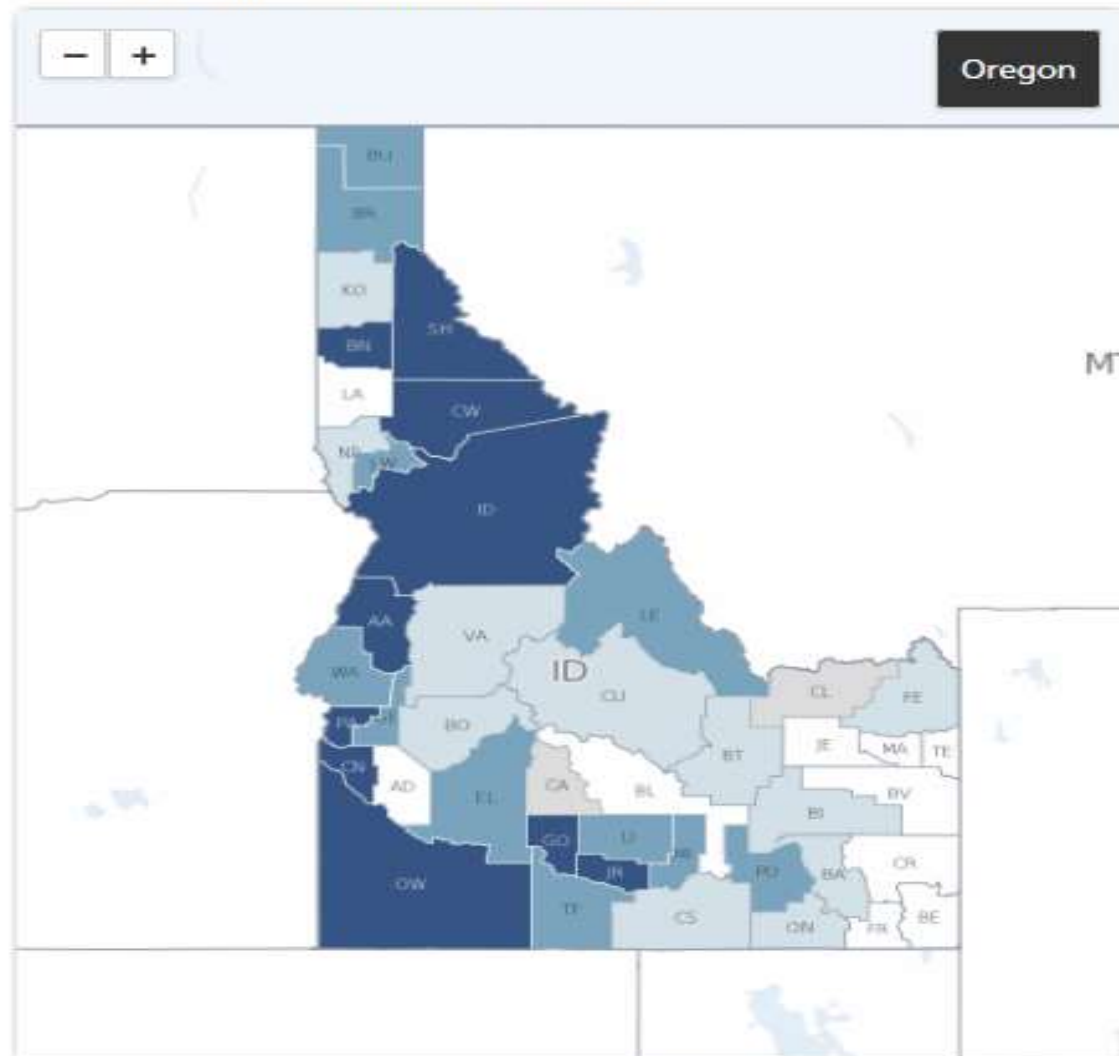


## Find out how healthy your county is and explore factors that drive your health

### Overall Rankings in Health Outcomes ⓘ



### Overall Rankings in Health Factors ⓘ



## Find tools and guidance to help improve the health of your community

Select a Ranking:

Health Outcomes  
Overall Rank



# Ada (AD)

County Snapshot | [Additional Measures](#)

Areas to Explore

Rank	County
1	<a href="#">Madison (MA)</a>
2	<a href="#">Latah (LA)</a>
3	<a href="#">Valley (VA)</a>
4	<a href="#">Blaine (BL)</a>
5	<a href="#">Franklin (FR)</a>
6	<a href="#">Ada (AD)</a>
7	<a href="#">Jefferson (JE)</a>
8	<a href="#">Teton (TE)</a>
9	<a href="#">Kootenai (KO)</a>
10	<a href="#">Custer (CU)</a>
11	<a href="#">Oneida (ON)</a>
12	<a href="#">Boundary (BU)</a>
13	<a href="#">Fremont (FE)</a>
14	<a href="#">Adams (AA)</a>
15	<a href="#">Power (PO)</a>
16	<a href="#">Lewis (LW)</a>
17	<a href="#">Canyon (CN)</a>
18	<a href="#">Bonneville (BV)</a>
19	<a href="#">Cassia (CS)</a>

	Ada County	Trend	Error Margin	Top U.S. Performers*	Idaho	Rank (of 42)
Health Outcomes						6
Length of Life						6
Premature death	5,007		4,761-5,253	5,317	6,139	
Quality of Life						9
Poor or fair health	12%		11-13%	10%	15%	
Poor physical health days	3.2		3.0-3.4	2.5	3.6	
Poor mental health days	3.2		2.9-3.5	2.4	3.4	
Low birthweight	6.7%		6.5-7.0%	6.0%	6.6%	
Health Factors						2
Health Behaviors						9
Adult smoking	15%		14-17%	14%	17%	
Adult obesity	24%		22-25%	25%	27%	
Food environment index	7.8			8.7	7.3	
Physical inactivity	15%		14-17%	21%	20%	
Access to exercise opportunities	73%			85%	62%	
Excessive drinking	16%		15-18%	10%	15%	
Alcohol-impaired driving deaths	24%			14%	22%	





## idaho kids count...on **safe neighborhoods**



### The 2014 KIDS COUNT Data Book

#### Data Book

The 2014 KIDS COUNT Data Book is now available. Idaho's strongest ranking is in Family & Community, at 11th in nation. Our weakest area is Education, at 33rd in the nation.

1 2 3

[education](#)[health  
&  
safety](#)[family  
&  
economics](#)[search  
our  
publications](#)[search  
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national  
statistics](#)

### latest news

### find us on facebook

July 23, 2014

#### 2014 KIDS COUNT Data Book Released

The National KIDS COUNT organization has released the 2014 KIDS COUNT Data Book, an annual publication that assesses child well-being nationally and across the 50 states.

May 9, 2014

#### Latest national test scores for high school seniors are not good news

New report reveals a significant number of graduates are below standard for math and reading



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# Mutually Reinforcing Activities

Participant  
activities are often  
different but  
coordinated  
through a mutually  
reinforcing plan of  
action



# What does that mean?

- Each partner has clear strategies toward the goal and all understand the role and competencies of the other
- Path to success is understood by all
- Focus individual strengths, link where appropriate
- Avoid duplication without purpose

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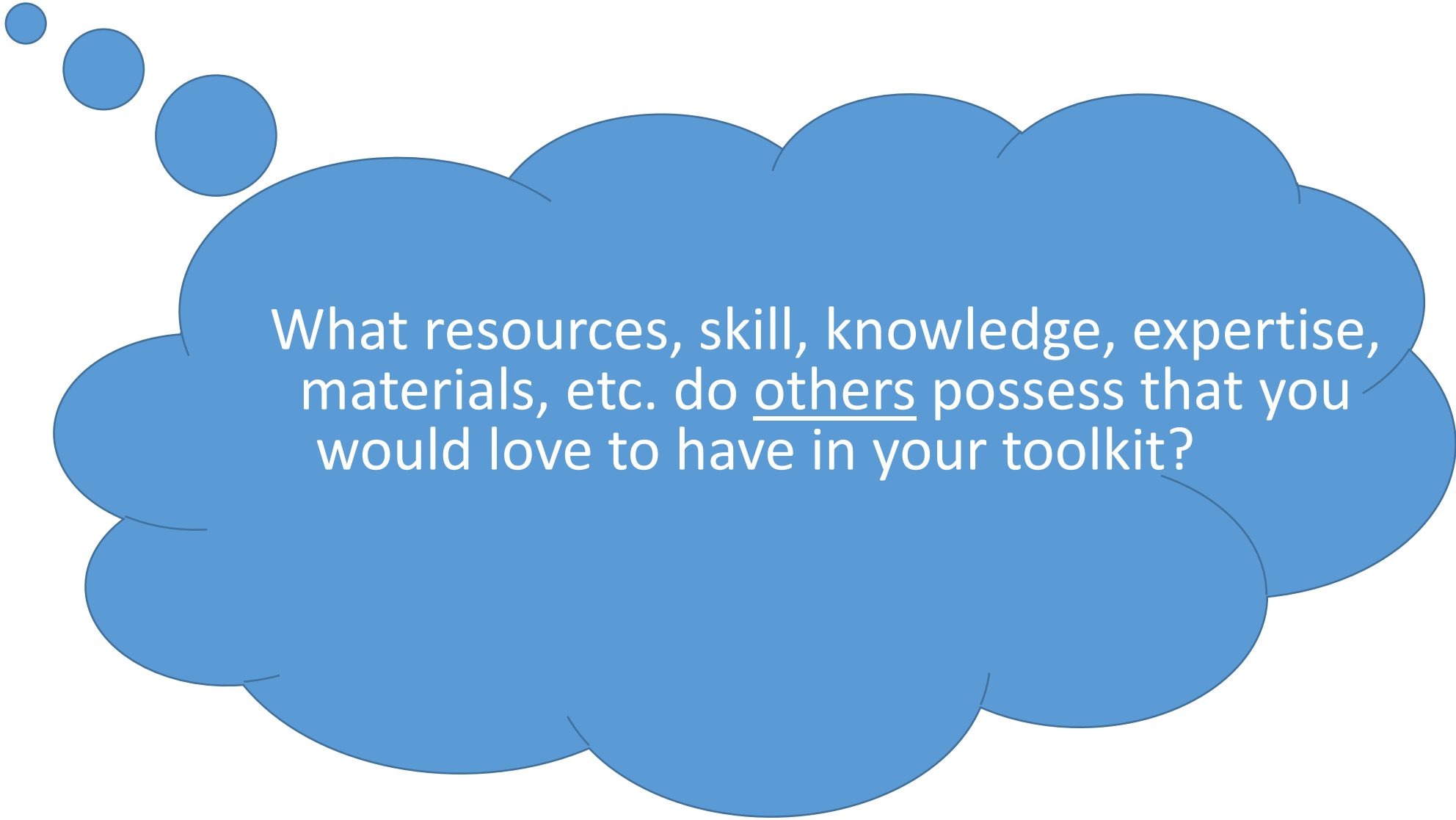
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# Table Exercise



What resources, skill, knowledge, expertise, materials, etc. do others possess that you would love to have in your toolkit?

# Table Exercise, part 2

Who would like to connect to YOUR program, expertise, skill, resource, etc.?



# Continuous Communication

Consistent and open communication across the many players to build trust, assure mutual objectives, and appreciate common motivation





# Internal Communication

*Within the Partnership*

- Need time to build trust
- Equal voice in meetings
- Decisions made on objective evidence not favoritism or agenda of a single organization
- Create a common vocabulary
- Storytelling



# External Communication

- Share progress, celebrate success
- Engage the community through story-telling
- Invite others to participate
- Share data



# Table Discussion



What can build trust among  
collective impact partners to make  
effective communication, well,  
*effective?*

# Backbone Support

Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and **coordinate participating organizations and agencies**





# Unique Skill Set Required

A backbone must balance the tension that exists between keeping everyone coordinated and accountable, while staying behind the scenes in order to establish collective ownership



# Key Functions of Backbones

1. Provide overall project connectivity
2. Facilitate effective dialogues
3. Manage data collection and analysis
4. Support community engagement
5. Develop effective communication



# Characteristics of a Successful Backbone

- High degree of credibility within the community
- Neutral conveners
- Dedicated staff
- Build key relationships
- Focus attention and create urgency
- Frame opportunities as well as challenges
- Uses measurement and evaluation tools



# Putting it all together

Backbone Roles	Partner Roles
<b>Guide</b> vision and strategy	<b>Contribute</b> to, support
<b>Support</b> aligned activities	<b>Lead</b> action teams, take aligned action
<b>Establish</b> shared measurement	<b>Align</b> data systems, contribute, promote use
<b>Build</b> public will	<b>Align</b> awareness building efforts to larger agenda
<b>Advance</b> policy	<b>Advocate</b> , support pieces
<b>Mobilize</b> funding	<b>Contribute</b> to support of collective impact efforts

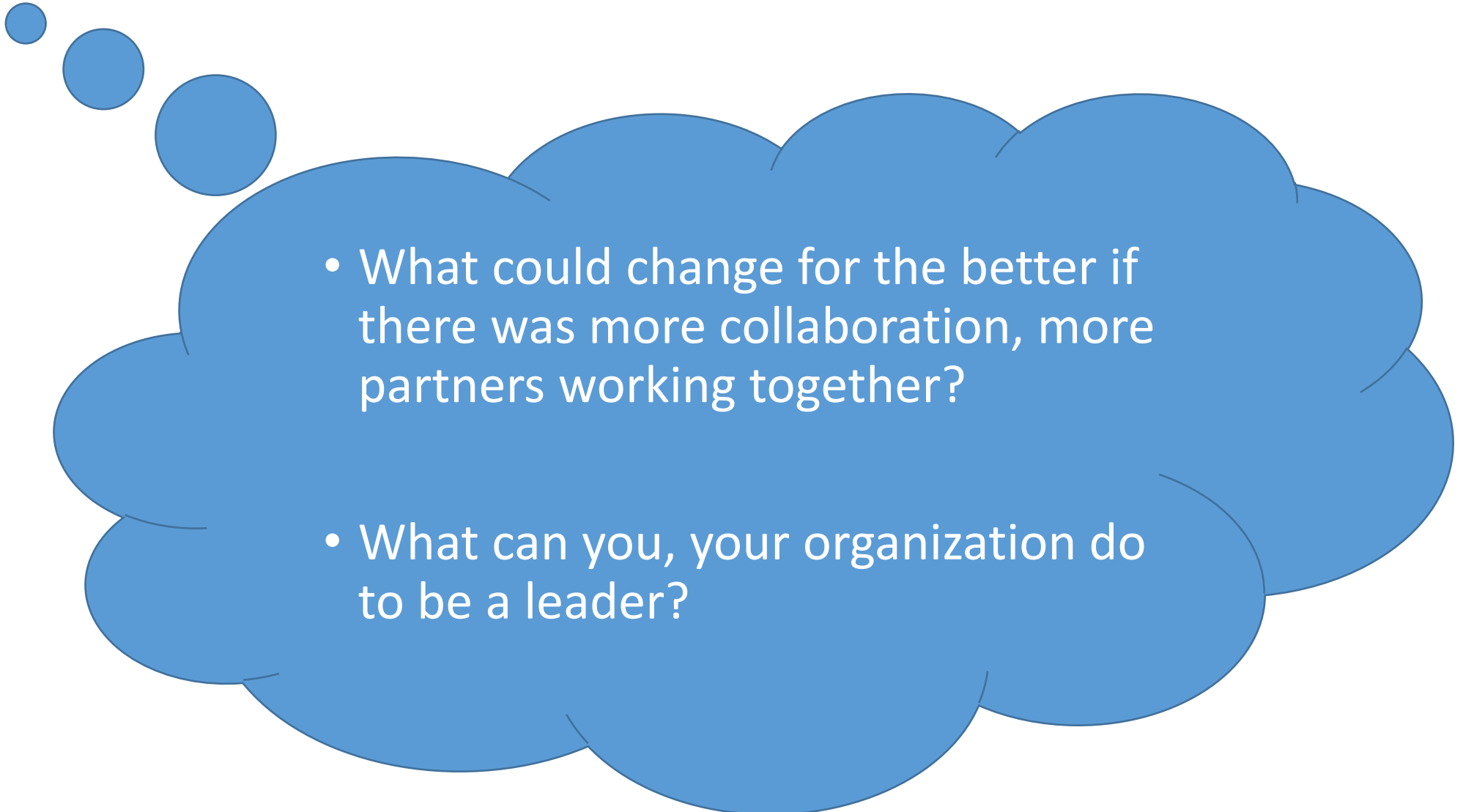




# Mindset Shift

- **Adaptive vs. Problem Solving**
- **No Silver Bullets...Silver Buckshot!**
- **Credibility vs. Credit**

# Table Discussion

- 
- What could change for the better if there was more collaboration, more partners working together?
  - What can you, your organization do to be a leader?



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